

ESTTA Tracking number: **ESTTA406169**

Filing date: **04/28/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Lance Armstrong Foundation
Granted to Date of previous extension	05/11/2011
Address	2201 E. 6th Street Austin, TX 78702 UNITED STATES

Attorney information	Heather A. Dunn, Esq. DLA Piper LLP (US) 555 Mission Street, Suite 2400 San Francisco, CA 94105 UNITED STATES tmfilings@dlapiper.com, heather.dunn@dlapiper.com, dash.mclean@dlapiper.com, jeremy.lane@dlapiper.com
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### Applicant Information

Application No	85093250	Publication date	01/11/2011
Opposition Filing Date	04/28/2011	Opposition Period Ends	05/11/2011
Applicant	C7 Brands, LLC 22341 Pine Glen Mission Viejo, CA 92692 UNITED STATES		

### Goods/Services Affected by Opposition

Class 025. All goods and services in the class are opposed, namely: Headgear, namely, hats, caps; Rash guards; T-shirts
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)


### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3202553	Application Date	05/07/2004
Registration Date	01/23/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		

Design Mark	<b>LIVESTRONG</b>
Description of Mark	NONE
Goods/Services	Class 009. First use: First Use: 2006/07/15 First Use In Commerce: 2006/07/15 Bicycle helmets Class 025. First use: First Use: 2005/06/01 First Use In Commerce: 2005/06/01 Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors Class 041. First use: First Use: 2004/05/31 First Use In Commerce: 2004/05/31 Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and survival


U.S. Registration No.	3680140	Application Date	09/20/2006
Registration Date	09/08/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark	<b>LIVESTRONG</b>		
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 2007/11/30 First Use In Commerce: 2007/11/30 Gloves; Jogging pants; Jogging suits; Scarves; Shoes; Track suits; Warm up suits		

U.S. Registration No.	3787903	Application Date	03/25/2008
Registration Date	05/11/2010	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		


Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2005/08/30 First Use In Commerce: 2005/08/30 Health club services, namely, providing instruction and equipment in the field of physical exercise; providing fitness and exercise facilities; counseling services in the field physical fitness; physical fitness consultation, instruction, and conditioning classes; educational services, namely, instruction and training in the fields of health, physical fitness, and nutrition; providing information in the field of exercise training; providing a web site featuring information on exercise, physical fitness, and sports; providing a website featuring information in the field of current events and entertainment, prerecorded music, and video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, health care insurance, short term medical insurance, health savings accounts, finance in the field of health care, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs; organization of sports events in the field of cycling, walking, running, golf; organizing community sporting and cultural events</p>		

U.S. Application No.	85018297	Application Date	04/20/2010
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	TEAM LIVESTRONG		

Design Mark	
Description of Mark	NONE
Goods/Services	<p>Class 036. First use: First Use: 2009/02/00 First Use In Commerce: 2009/02/00 Charitable fundraising services</p> <p>Class 041. First use: First Use: 2009/02/00 First Use In Commerce: 2009/02/00 Organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting events; conducting charity sporting events and tournaments</p>

U.S. Registration No.	3793801	Application Date	06/04/2008
Registration Date	05/25/2010	Foreign Priority Date	NONE
Word Mark	LIVESTRONG.COM		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 041. First use: First Use: 2008/06/18 First Use In Commerce: 2008/06/18 Providing information in the field of exercise training; providing a web site featuring information on exercise, physical fitness, and sports; providing a website featuring information in the field of current events and entertainment, prerecorded music, video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports</p>		

	information, and cultural events information; on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs
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U.S. Registration No.	3205197	Application Date	08/05/2005
Registration Date	02/06/2007	Foreign Priority Date	NONE
Word Mark	LANCE ARMSTRONG FOUNDATION LIVESTRONG		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 014. First use: First Use: 2004/11/30 First Use In Commerce: 2004/11/30 Jewelry</p> <p>Class 035. First use: First Use: 2005/06/08 First Use In Commerce: 2005/06/08 Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation and regulation; promoting public awareness of public health in the fields of cancer, cancer recovery and survival by sponsoring, developing and carrying out community and national programs</p> <p>Class 036. First use: First Use: 2005/02/28 First Use In Commerce: 2005/02/28 Providing research grants to organizations in the fields of public health, cancer, cancer recovery and survival; Charitable fundraising services; Providing a web site featuring information, comprehensive content and personal stories concerning insurance, finances, financial and estate planning in the fields of cancer, cancer recovery and survival</p> <p>Class 041. First use: First Use: 2005/05/16 First Use In Commerce: 2005/05/16 Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival; providing a web site featuring personal narrative stories relating to cancer, cancer recovery and survival for instructional and entertainment purposes</p> <p>Class 044. First use: First Use: 2005/05/16 First Use In Commerce: 2005/05/16 Providing a web site featuring medical information, comprehensive content and personal stories in the fields of cancer, cancer recovery and survival</p>		


U.S. Registration No.	3363666	Application Date	05/19/2006
Registration Date	01/01/2008	Foreign Priority Date	NONE
Word Mark	LIVESTRONG YOUNG ADULT ALLIANCE		

Design Mark	<b>LIVESTRONG YOUNG ADULT ALLIANCE</b>
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2006/11/10 First Use In Commerce: 2006/11/10 Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects Class 041. First use: First Use: 2006/11/10 First Use In Commerce: 2006/11/10 Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival


U.S. Registration No.	2368904	Application Date	10/12/1999
Registration Date	07/18/2000	Foreign Priority Date	NONE
Word Mark	LIVE LONG, LIVE STRONG		
Design Mark	<b>LIVE LONG, LIVE STRONG</b>		
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1997/11/05 First Use In Commerce: 1997/11/05 Consulting services in the field of personal fitness training		


U.S. Registration No.	3716127	Application Date	03/25/2008
Registration Date	11/24/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 044. First use: First Use: 2003/12/15 First Use In Commerce: 2003/12/15 Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services

U.S. Registration No.	3655543	Application Date	03/25/2008
Registration Date	07/14/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 045. First use: First Use: 2008/09/17 First Use In Commerce: 2008/09/17 Online social networking services		


U.S. Registration No.	3655694	Application Date	06/04/2008
Registration Date	07/14/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG.COM		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 045. First use: First Use: 2008/09/17 First Use In Commerce: 2008/09/17 On-line social networking services

U.S. Registration No.	3126718	Application Date	08/29/2005
Registration Date	08/08/2006	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2005/06/30 First Use In Commerce: 2005/06/30 Computers; Notebook computers		

U.S. Registration No.	3849996	Application Date	02/16/2010
Registration Date	09/21/2010	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		



Design Mark	
Description of Mark	NONE
Goods/Services	Class 016. First use: First Use: 2010/02/01 First Use In Commerce: 2010/02/01 magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness; magazines in the field of health, fitness and wellness

U.S. Registration No.	3719356	Application Date	03/25/2008
Registration Date	12/01/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2008/09/17 First Use In Commerce: 2008/09/17 Providing referrals in the field of matching patients with clinical trials for new treatments in the field of cancer		


U.S. Registration No.	3655696	Application Date	06/04/2008
Registration Date	07/14/2009	Foreign Priority Date	NONE
Word Mark	LIVESTRONG.COM		


Design Mark	<b>LIVESTRONG.COM</b>
Description of Mark	NONE
Goods/Services	Class 044. First use: First Use: 2008/05/27 First Use In Commerce: 2008/05/27 providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services

U.S. Registration No.	3520209	Application Date	03/25/2008
Registration Date	10/21/2008	Foreign Priority Date	NONE
Word Mark	<b>LIVESTRONG</b>		
Design Mark	<b>LIVESTRONG</b>		
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2004/04/00 First Use In Commerce: 2004/04/00 Providing a website featuring health care insurance and short term medical insurance information; providing a website featuring information in the field of health insurance, short term medical insurance, health savings accounts, and finance in the field of health care		


U.S. Registration No.	3052284	Application Date	05/07/2004
Registration Date	01/31/2006	Foreign Priority Date	NONE
Word Mark	<b>LIVESTRONG</b>		


Design Mark	<b>LIVESTRONG</b>
Description of Mark	NONE
Goods/Services	Class 014. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Jewelry Class 036. First use: First Use: 2003/12/15 First Use In Commerce: 2003/12/15 charitable fundraising services

U.S. Registration No.	3296017	Application Date	08/05/2005
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.		
Goods/Services	Class 036. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Charitable fundraising services		


U.S. Registration No.	3493993	Application Date	02/22/2006
Registration Date	08/26/2008	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 036. First use: First Use: 2006/05/30 First Use In Commerce: 2006/05/30 Mutual fund investment and brokerage services; investment consulting and management; financial services, namely, an investment security; insurance underwriting in the field of health, dental, disability, life, and catastrophic event coverage; insurance administration and consulting		
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U.S. Registration No.	3267242	Application Date	09/20/2006
Registration Date	07/24/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 021. First use: First Use: 2006/07/01 First Use In Commerce: 2006/07/01 Ceramic vessels, bowls, plates, pots; plates, cups, mugs, bowls, tea kettles, tea pots not made of precious metals		

U.S. Registration No.	3315119	Application Date	08/05/2005
Registration Date	10/23/2007	Foreign Priority Date	NONE
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.		
Goods/Services	Class 014. First use: First Use: 2004/05/03 First Use In Commerce: 2004/05/03 Jewelry		

U.S. Application No.	85021855	Application Date	04/23/2010
Registration Date	NONE	Foreign Priority	NONE

		Date	
Word Mark	LIVESTRONG		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 005. First use: Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars</p> <p>Class 029. First use: Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars</p> <p>Class 030. First use: Whole-grain based snack foods; prepared, and packaged meals consisting primarily of grains; prepared food kits composed of grains, ready for cooking and assembly as a meal</p> <p>Class 032. First use: Energy drinks; sports drinks, namely, energy drinks; bottled water; flavored bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages</p>		

Related Proceedings	91195194 91196517 91196737
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Attachments	76977737#TMSN.gif ( 1 page )( bytes ) 77003373#TMSN.jpeg ( 1 page )( bytes ) 77431116#TMSN.jpeg ( 1 page )( bytes ) 85018297#TMSN.jpeg ( 1 page )( bytes ) 77490649#TMSN.jpeg ( 1 page )( bytes ) 78687069#TMSN.jpeg ( 1 page )( bytes ) 78887770#TMSN.jpeg ( 1 page )( bytes ) 75821537#TMSN.gif ( 1 page )( bytes ) 77431136#TMSN.jpeg ( 1 page )( bytes ) 77431149#TMSN.jpeg ( 1 page )( bytes ) 77490580#TMSN.jpeg ( 1 page )( bytes ) 78702767#TMSN.jpeg ( 1 page )( bytes ) 77936498#TMSN.jpeg ( 1 page )( bytes ) 77431059#TMSN.jpeg ( 1 page )( bytes ) 77490623#TMSN.jpeg ( 1 page )( bytes ) 77431086#TMSN.jpeg ( 1 page )( bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Paul A. McLean/
Name	Paul A. McLean, Esq., DLA Piper LLP (US)
Date	04/28/2011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Lance Armstrong Foundation

Opposer,

v.

C7 Brands, LLC

Applicant.

Opposition No.

NOTICE OF OPPOSITION

Opposer, Lance Armstrong Foundation, a Texas nonprofit corporation, having its principal place of business at 2201 E. 6th Street, Austin, Texas 78702 ("Opposer") believes that it has been and/or will be damaged by the registration of Application Serial No. 85093250 for BORN STRONGER ATHLETICS and hereby opposes the same.

As grounds for opposition, Opposer alleges that:


1. According to the Trademark Office records, on or about July 26, 2010, Applicant C7 Brands, LLC ("Applicant") applied to register BORN STRONGER ATHLETICS, which was subsequently assigned Application Serial No. 85093250 ("Applicant's Mark") for "headgear, namely, hats, caps; rash guards; t-shirts," in class 25, based on Applicant's intent to use Applicant's Mark in commerce for the aforementioned services. This application was published in the January 11, 2011 edition of the Official Gazette.
2. On or about February 10, 2011, Opposer filed a First 90 Day Request for Extension of Time to Oppose Applicant's Mark, and the time period within which to file an opposition was extended to May 11, 2011.
3. Opposer is the owner of the following trademarks and trade dress, for which it has registrations or pending applications before the U.S. Patent and Trademark Office:

Trademark	Number	Date of Reg/App	Class	Goods/Services
LIVESTRONG	3202553 (Registered)	January 23, 2007	9, 25, 41	Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors


Trademark	Number	Date of Reg/App	Class	Goods/Services
				Bicycle helmets  Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and survival
LIVESTRONG	3680140 (Registered)	September 8, 2009	25	Gloves; jogging pants; jogging suits; scarves; shoes; track suits; warm up suits
LIVESTRONG	3787903 (Registered)	May 11, 2010	41	Organization of sports events in the field of cycling, walking, running, golf; organizing community sporting and cultural events;  Providing a website featuring information in the field of current events and entertainment, and featuring podcasts and prerecorded music, prerecorded musical concerts, video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, news shows, sports information, cultural events information; on-line publishing of electronic publications;  Health club services, namely, providing instruction and equipment in the field of physical exercise; providing fitness and exercise facilities; counseling services in the field physical fitness; physical fitness consultation, instruction, and conditioning classes; educational services, namely, instruction and training in the fields of health, physical fitness, and nutrition; providing information in the field of exercise training; providing a




Trademark	Number	Date of Reg/App	Class	Goods/Services
				web site featuring information on exercise, physical fitness, and sports; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, health care insurance, short term medical insurance, health savings accounts, finance in the field of health care, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs
TEAM LIVESTRONG	85018297 (Pending)	April 20, 2010	36, 41	Charitable fundraising services; organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting events; conducting charity sporting events and tournaments
LIVESTRONG.COM	3793801 (Registered)	June 4, 2008	41	<p>Providing a website featuring information in the field of current events and entertainment, and featuring podcasts, prerecorded music, prerecorded musical concerts, video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, cultural events information;</p> <p>Providing information in the field of exercise training; providing a web site featuring information on</p>

Trademark	Number	Date of Reg/App	Class	Goods/Services
				<p>exercise, physical fitness, and sports; on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs</p>
 <p>LANCE ARMSTRONG FOUNDATION LIVESTRONG</p>	3205197 (Registered)	February 6, 2007	14, 35, 36, 41, and 44	<p>Providing a web site featuring medical information, comprehensive content and personal stories in the fields of cancer, cancer recovery and survival</p> <p>Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival; providing a web site featuring personal narrative stories relating to cancer, cancer recovery and survival for instructional and entertainment purposes</p> <p>Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation and regulation; promoting public awareness of public health in the fields of cancer, cancer recovery and survival by sponsoring, developing and carrying out community and national programs</p> <p>Providing research grants to organizations in the fields of public health, cancer, cancer recovery and survival; Charitable fundraising services; Providing a web site featuring information,</p>

Trademark	Number	Date of Reg/App	Class	Goods/Services
				comprehensive content and personal stories concerning insurance, finances, financial and estate planning in the fields of cancer, cancer recovery and survival  Jewelry
LIVESTRONG YOUNG ADULT ALLIANCE	3363666 (Registered)	January 1, 2008	35, 41	Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects  Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival
LIVE LONG, LIVE STRONG	2368904 (Registered)	July 18, 2000	42	Consulting services in the field of personal fitness training
LIVESTRONG	3716127 (Registered)	November 24, 2009	44	Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services
LIVESTRONG	3655543 (Registered)	July 14, 2009	45	Online social networking services
LIVESTRONG.COM	3655694 (Registered)	July 14, 2009	45	On-line social networking services

Trademark	Number	Date of Reg/App	Class	Goods/Services
LIVESTRONG	3126718 (Registered)	August 8, 2006	9	Computers; Notebook computers
LIVESTRONG	3849996 (Registered)	September 21, 2010	16	Magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness; magazines in the field of health, fitness and wellness
LIVESTRONG	3719356 (Registered)	December 1, 2009	35	Providing referrals in the field of matching patients with clinical trials for new treatments in the field of cancer
LIVESTRONG.COM	3655696 (Registered)	July 14, 2009	44	Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services
LIVESTRONG	3520209 (Registered)	October 21, 2008	36	Providing a website featuring health care insurance and short term medical insurance information; providing a website featuring information in the field of health insurance, short term medical insurance, health savings accounts, and finance in the field of health care
LIVESTRONG	3052284 (Registered)	January 31, 2006	14, 36	Charitable fundraising services  Jewelry
LIVESTRONG and Design 	3296017 (Registered)	September 25, 2007	36	Charitable fundraising services
LIVESTRONG	3493993	August 26, 2008	36	Mutual fund investment and



Trademark	Number	Date of Reg/App	Class	Goods/Services
	(Registered)			brokerage services, investment consulting and management; financial services, namely, an investment security; administration and management of health savings accounts and charitable gift annuities; annuity underwriting; insurance underwriting in the field of health, dental, disability, life, and catastrophic event coverage; insurance administration and consulting
LIVESTRONG	3267242 (Registered)	July 24, 2007	21	Ceramic vessels, bowls, plates, pots; plates, cups, mugs, bowls, tea kettles, tea pots not made of precious metals
LIVESTRONG and Design 	3315119 (Registered)	October 23, 2007	14	Jewelry
LIVESTRONG	85021855 (Pending)	April 23, 2010	5, 29, 30, 32	<p>Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars</p> <p>Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars</p> <p>Whole-grain based snack foods; prepared, and packaged meals consisting primarily of grains;</p>

Trademark	Number	Date of Reg/App	Class	Goods/Services
				prepared food kits composed of grains, ready for cooking and assembly as a meal  Energy drinks; sports drinks, namely, energy drinks; bottled water; flavored bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages

4. The marks identified in Paragraph 3, above, are hereinafter referred to collectively as the "Opposer's LIVESTRONG Marks." Copies of the TARR records dated April 28, 2011 for each of Opposer's LIVESTRONG Marks are attached hereto as Exhibit A.
5. In addition to any rights arising from the above pending applications and registrations for Opposer's LIVESTRONG Marks, Opposer has, with respect to its goods and services, valid common law rights in the trademarks set forth above.
6. Opposer has extensively advertised and marketed its goods and services and has created widespread goodwill under the LIVESTRONG Marks throughout the United States. Opposer's LIVESTRONG Marks have become valuable assets of Opposer and a principal symbol of its extensive goodwill. By reason of widespread use of the marks, the trade and purchasing public have come to recognize Opposer's LIVESTRONG Marks as signifying Opposer and as identifying Opposer as the source of goods and services offered under the Opposer's LIVESTRONG Marks.
7. Opposer, through itself or its licensees, offers a wide variety of goods and services under the LIVESTRONG Marks, including but not limited to clothing articles and accessories, namely, shirts, jackets, pants, shorts, jerseys, sweatshirts, pullovers, socks, footwear, headwear, namely, hats, caps, and visors, and jewelry, bracelets, and wristbands.
8. Opposer is also the registered owner of the domain name <livestrong.org>, which is an integral part of its business, and Opposer's licensee also uses the domain name <livestrong.com>. Opposer uses Opposer's LIVESTRONG Marks extensively on its <livestrong.org> web site, and the LIVESTRONG Marks are featured extensively on the <livestrong.com> web site.
9. Opposer by itself or through its licensees has continuously used the mark LIVESTRONG since at least as early as June 1, 2005 to identify its "clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps", which predates by over five years Applicant's filing date of July 26, 2010 for its Application Serial No. 85093250.



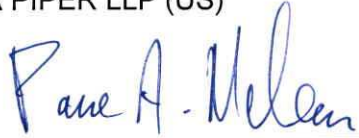
10. Opposer first applied to register the mark LIVESTRONG (Registration No. 3202553) for, *inter alia*, "clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors", on May 7, 2004, which predates by over six years Applicant's filing date of July 26, 2010 for its Application Serial No. 85093250.
11. Opposer by itself or through its licensees has continuously used the mark LIVESTRONG since at least as early as November 30, 2007 to identify its "gloves; jogging pants; jogging suits; scarves; shoes; track suits; warm up suits", which predates by nearly three years Applicant's filing date of July 26, 2010 for its Application Serial No. 85093250.
12. Opposer first applied to register the mark LIVESTRONG (Registration No. 3680140) for "gloves; jogging pants; jogging suits; scarves; shoes; track suits; warm up suits", on September 20, 2006, which filing date predates by nearly four years Applicant's filing date of July 26, 2010 for its Application Serial No. 85093250.
13. The goods identified in Application Serial No. 85093250 and the goods and services offered by Opposer and/or identified in Opposer's trademark registrations, pending trademark application(s), and/or the goods and services with respect to which Opposer has common law rights to the LIVESTRONG Marks, are identical, overlap and/or are closely related, and are of the type which could be offered in the same channels of trade and to the same prospective customers.
14. If Application Serial No. 85093250 is registered, the public will reasonably believe that Applicant's goods and services are provided, sponsored, or endorsed by Opposer, all to the detriment of consumers and Opposer.
15. Applicant's Mark is highly similar to Opposer's LIVESTRONG Marks and is confusingly similar to Opposer's LIVESTRONG Marks and is likely to be confused therewith. Such confusion, mistake, and deception regarding the origin of Applicant's goods and services is likely to cause irreparable harm to Opposer.
16. Opposer's LIVESTRONG mark became famous prior to Applicant's filing date of July 26, 2010 for its Application Serial No. 85093250. Applicant's Mark dilutes the distinctive quality of Opposer's famous LIVESTRONG mark, and is likely to cause irreparable harm to Opposer.
17. In addition to any rights arising from the registrations and applications for Opposer's LIVESTRONG Marks, Opposer has, with respect to its goods and services, valid common law rights in the trademarks as set forth above.
18. Applicant's Mark is in violation and derogation of those common law rights and is likely to cause confusion, mistake and deception among purchasers and users as to the source or origin of the goods, or their affiliation with or sponsorship by Opposer, thereby causing loss, damage, and injury to Opposer and the public.
19. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to its mark. Such registration would be a source of damage and injury to Opposer.

WHEREFORE, Opposer prays that Application Serial No. 85093250 be rejected, that no registration be issued thereon, and that this Opposition be sustained in favor of Opposer.

Please charge the filing fees of this Notice of Opposition to Deposit Acct. No. 07-1907. Please charge any additional fees, or credit any overpayment, to Deposit Acct. No. 07-1907.

Dated: April 28, 2011

DLA PIPER LLP (US)

By:   
Paul A. McLean

Heather Angelina Dunn  
DLA PIPER LLP (US)  
555 Mission Street, Suite 2400  
San Francisco, CA 94105  
Telephone: (415) 836-2557

Attorneys for Opposer  
Lance Armstrong Foundation



CERTIFICATE OF SERVICE BY MAIL


I hereby certify that a true and correct copy of the foregoing NOTICE OF OPPOSITION is being served by First Class mail, postage prepaid, this 28th day of April, 2011, on Applicant in care of Applicant's attorney of record:

ADAM E. SCHWARTZ  
SCHWARTZ INTELLECTUAL PROPERTY LAW, PLLC  
244 5TH AVENUE STE 2157  
NEW YORK, NY 10001-7604

with a copy to:

STEVEN NATAUPSKY  
GREGORY B PHILLIPS  
KNOBBE MARTENS OLSON & BEAR LLP  
2040 MAIN ST, 14TH FL  
IRVINE, CA 92614

Executed this 28th day of April, 2011,  
at East Palo Alto, California.

  
Allison V. Burn

## Exhibit A

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:10:48 ET

Serial Number: [76977737 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [3202553](#)

Mark

# LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2007-01-23](#)

Filing Date: [2004-05-07](#)

Transformed into a National Application: [No](#)

Registration Date: [2007-01-23](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2006-12-18](#)

---

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [LANCE ARMSTRONG FOUNDATION](#)

**Address:**

[LANCE ARMSTRONG FOUNDATION](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** TEXAS NON-PROFIT CORPORATION

**State or Country Where Organized:** (NOT AVAILABLE)

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

Bicycle helmets

**Basis:** 1(a)

**First Use Date:** 2006-07-15

**First Use in Commerce Date:** 2006-07-15

**International Class:** 025

**Class Status:** Active

Clothing articles, namely, shirts, jackets, pants, shorts and jerseys, and sweatshirts, and pullovers; socks; headwear, namely, hats, caps, visors

**Basis:** 1(a)

**First Use Date:** 2005-06-01

**First Use in Commerce Date:** 2005-06-01

**International Class:** 041

**Class Status:** Active

Educational services, namely, organizing and conducting conferences in the field of cancer, cancer recovery and survival

**Basis:** 1(a)

**First Use Date:** 2004-05-31

**First Use in Commerce Date:** 2004-05-31

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### ADDITIONAL INFORMATION

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(NOT AVAILABLE)

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### MADRID PROTOCOL INFORMATION

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**USPTO Reference Number:** Z1231431

**International Registration Number:** 0836961

**International Registration Date:** 2004-08-31

**Original Filing Date with USPTO:** 2004-08-31

**International Registration Status:** Death Of International Registration

**Date of International Registration Status:** 2007-11-02

**International Registration Renewal Date:** 2014-08-31

**Irregularity Reply by Date:** 2007-11-23

**Madrid History:**

02-12-2010 - 07:48:26 - Change Of Owner Received From IB

10-29-2009 - 18:10:45 - Change Of Owner Received From IB

01-25-2008 - 08:39:18 - Uspto Correction Processed By IB

11-02-2007 - 07:59:40 - International Registration Cancelled By IB

11-02-2007 - 07:59:26 - Total Ceasing Of Effect Processed By IB

08-24-2007 - 09:16:54 - Irregularity On Ceasing Of Effect Received From IB

06-07-2007 - 21:00:34 - Total Ceasing Of Effect Notice Sent To IB

06-07-2007 - 14:02:35 - Ceasing Of Effect Processed

06-04-2007 - 07:44:51 - Partial Ceasing Of Effect To Be Processed

04-20-2007 - 09:03:45 - Irregularity On Ceasing Of Effect Received From IB  
04-17-2007 - 21:00:38 - Partial Ceasing Of Effect Notice Sent To IB  
04-17-2007 - 10:31:10 - Ceasing Of Effect Processed  
04-04-2007 - 16:41:09 - Partial Ceasing Of Effect To Be Processed  
01-29-2007 - 21:00:37 - Partial Ceasing Of Effect Notice Sent To IB  
01-29-2007 - 09:46:18 - Ceasing Of Effect Processed  
12-05-2006 - 07:58:39 - Partial Ceasing Of Effect To Be Processed  
09-16-2005 - 12:26:40 - Division Of Base Application Processed By IB  
08-29-2005 - 16:00:18 - Divisional Of Base App Notice Sent To IB  
08-27-2005 - 02:00:21 - Divisional Of Base App Notice Created, To Be Sent To IB  
07-21-2005 - 14:52:47 - Subsequent Designation Processed By IB  
07-01-2005 - 16:00:22 - Subsequent Designation Sent To IB  
06-30-2005 - 20:45:50 - Subsequent Designation Received  
12-16-2004 - 14:40:50 - Application For IR Registered By IB  
09-08-2004 - 07:33:08 - Manually Certified  
09-03-2004 - 11:51:21 - New Application For IR Received

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered  
2009-09-09 - TEAS Change Of Owner Address Received  
2009-08-19 - Automatic Update Of Assignment Of Ownership  
2009-03-20 - TEAS Change Of Correspondence Received  
2007-01-23 - Registered - Principal Register  
2006-12-12 - Law Office Registration Review Completed  
2006-12-11 - Assigned To LIE  
2006-11-25 - Allowed for Registration - Principal Register (SOU accepted)  
2006-10-02 - Statement Of Use Processing Complete  
2006-10-02 - Extension 1 granted  
2006-09-07 - Use Amendment Filed  
2006-09-07 - Extension 1 filed  
2006-09-07 - TEAS Extension Received  
2006-09-07 - TEAS Statement of Use Received  
2006-06-29 - FAX RECEIVED  
2006-03-07 - NOA Mailed - SOU Required From Applicant  
2005-12-13 - Published for opposition

2005-11-23 - Notice of publication

2005-10-19 - Law Office Publication Review Completed

2005-10-14 - Assigned To LIE

2005-10-12 - Correspondence Mailed

2005-10-11 - Approved For Pub - Principal Register

2005-10-11 - Examiners Amendment -Written

2005-10-11 - Previous Allowance Count Withdrawn

2005-09-17 - Law Office Publication Review Completed

2005-09-02 - Assigned To LIE

2005-08-31 - Approved for Pub - Principal Register (Initial exam)

2005-08-26 - Divisional processing completed

2005-08-08 - Divisional request received

2005-08-26 - Amendment From Applicant Entered

2005-08-08 - Communication received from applicant

2005-08-26 - Assigned To LIE

2005-08-08 - PAPER RECEIVED

2005-07-11 - TEAS Change Of Correspondence Received

2005-06-22 - Non-final action mailed

2005-06-21 - Non-Final Action Written

2005-06-21 - Previous Allowance Count Withdrawn

2004-11-01 - PAPER RECEIVED

2005-01-04 - Law Office Publication Review Completed

2005-01-04 - Assigned To LIE

2004-12-20 - Assigned To LIE

2004-12-14 - Approved for Pub - Principal Register (Initial exam)

2004-12-07 - Examiner's amendment mailed

2004-12-06 - Examiners Amendment -Written

2004-12-06 - Assigned To Examiner

2004-11-18 - Petition To Director - Granted

2004-11-01 - Petition To Director Received

2004-05-19 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

HEATHER A. DUNN

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:11:33 ET

Serial Number: 77003373 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3680140

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2009-09-08](#)

Filing Date: [2006-09-20](#)

Filed as TEAS Plus Application: [Yes](#)

Currently TEAS Plus Application: [Yes](#)

Transformed into a National Application: [No](#)

Registration Date: [2009-09-08](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 101](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2009-08-05](#)

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

Address:



Lance Armstrong Foundation  
2201 E. 6th Street  
Austin, TX 78702  
United States

**Legal Entity Type:** NON-PROFIT CORPORATION

**State or Country Where Organized:** Texas

---

### GOODS AND/OR SERVICES

---

**International Class:** 025

**Class Status:** Active

Gloves; Jogging pants; Jogging suits; Scarves; Shoes; Track suits; Warm up suits

**Basis:** 1(a)

**First Use Date:** 2007-11-30

**First Use in Commerce Date:** 2007-11-30

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### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

3052284

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### MADRID PROTOCOL INFORMATION

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**USPTO Reference Number:** A0007557

**International Registration Number:** 0916531

**International Registration Date:** 2007-03-20

**Original Filing Date with USPTO:** 2007-03-20

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2007-04-05

**International Registration Renewal Date:** 2017-03-20

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

04-15-2010 - 20:22:53 - Partial Ceasing Of Effect Processed By IB

02-12-2010 - 07:50:31 - Change Of Owner Received From IB

01-11-2010 - 21:00:48 - Partial Ceasing Of Effect Notice Sent To IB

01-11-2010 - 09:39:37 - Ceasing Of Effect Processed

12-08-2009 - 08:00:13 - Partial Ceasing Of Effect To Be Processed

10-29-2009 - 18:15:47 - Change Of Owner Received From IB

04-05-2007 - 12:32:56 - Application For IR Registered By IB

03-20-2007 - 21:01:05 - IR Certified And Sent To IB

03-20-2007 - 18:21:43 - Manually Certified

03-20-2007 - 16:22:11 - New Application For IR Received

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-09-08 - Registered - Principal Register

2009-08-05 - Law Office Registration Review Completed

2009-08-05 - Allowed for Registration - Principal Register (SOU accepted)

2009-08-03 - Statement Of Use Processing Complete

2009-07-31 - Use Amendment Filed

2009-08-03 - Extension 4 granted

2009-07-31 - Extension 4 filed

2009-07-31 - TEAS Extension Received

2009-07-31 - TEAS Statement of Use Received

2009-07-29 - Amendment After NOA Not Entered

2009-07-29 - TEAS Post Publication Amendment Received

2009-03-19 - TEAS Change Of Correspondence Received

2009-01-26 - Extension 3 granted

2009-01-23 - Extension 3 filed

2009-01-23 - TEAS Extension Received

2008-08-12 - Extension 2 granted

2008-07-31 - Extension 2 filed

2008-08-12 - Case Assigned To Intent To Use Paralegal

2008-07-31 - TEAS Extension Received

2008-02-13 - Extension 1 granted

2008-01-24 - Extension 1 filed

2008-01-24 - TEAS Extension Received

2007-07-31 - NOA Mailed - SOU Required From Applicant

2007-05-08 - Published for opposition

2007-04-18 - Notice of publication

2007-03-12 - Law Office Publication Review Completed

2007-03-12 - Assigned To LIE

2007-02-13 - Approved For Pub - Principal Register

2007-02-09 - Assigned To Examiner

2006-09-27 - Notice Of Pseudo Mark Mailed

2006-09-26 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:11:53 ET

Serial Number: 77431116 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3787903

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-05-11

Filing Date: 2008-03-25

Transformed into a National Application: No

Registration Date: 2010-05-11

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-04-07

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

Address:

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)**State or Country Where Organized:** [Texas](#)

---

**GOODS AND/OR SERVICES**

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**International Class:** [041](#)**Class Status:** [Active](#)

[Health club services, namely, providing instruction and equipment in the field of physical exercise; providing fitness and exercise facilities; counseling services in the field physical fitness; physical fitness consultation, instruction, and conditioning classes; educational services, namely, instruction and training in the fields of health, physical fitness, and nutrition; providing information in the field of exercise training; providing a web site featuring information on exercise, physical fitness, and sports; providing a website featuring information in the field of current events and entertainment, prerecorded music, and video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, health care insurance, short term medical insurance, health savings accounts, finance in the field of health care, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs; organization of sports events in the field of cycling, walking, running, golf; organizing community sporting and cultural events](#)

**Basis:** [1\(a\)](#)**First Use Date:** [2005-08-30](#)**First Use in Commerce Date:** [2005-08-30](#)

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**ADDITIONAL INFORMATION**

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**Prior Registration Number(s):**[2368904](#)[3202553](#)[3205197](#)

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**MADRID PROTOCOL INFORMATION**

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**USPTO Reference Number:** [A0013777](#)**International Registration Number:** [0984667](#)**International Registration Date:** [2008-09-11](#)**Original Filing Date with USPTO:** [2008-09-11](#)**International Registration Status:** [Application For IR Registered By IB](#)**Date of International Registration Status:** [2008-12-11](#)**International Registration Renewal Date:** [2018-09-11](#)**Irregularity Reply by Date:** (DATE NOT AVAILABLE)**Madrid History:**[09-08-2010 - 13:17:46 - Ceasing Of Effect Reviewed - No Action Required By Office](#)[08-11-2010 - 08:00:16 - Partial Ceasing Of Effect To Be Processed](#)

02-22-2010 - 09:35:44 - Change Of Address Received From IB  
12-13-2008 - 07:57:12 - Application For IR Registered By IB  
10-10-2008 - 21:05:33 - Irregularity Response Sent To IB  
10-10-2008 - 10:23:47 - Response To Irregularity Reviewed And Accepted  
10-09-2008 - 14:34:10 - Irregularity Response Received From Applicant  
09-26-2008 - 05:54:59 - Irregularity Notice Received From IB  
09-11-2008 - 21:00:59 - IR Certified And Sent To IB  
09-11-2008 - 17:02:39 - Automatically Certified  
09-11-2008 - 17:02:39 - New Application For IR Received

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-05-11 - Registered - Principal Register  
2010-04-08 - Notice Of Acceptance Of Statement Of Use E-Mailed  
2010-04-07 - Law Office Registration Review Completed  
2010-04-07 - Allowed for Registration - Principal Register (SOU accepted)  
2010-03-24 - Notice Of Approval Of Extension Request E-Mailed  
2010-03-23 - Statement Of Use Processing Complete  
2010-02-18 - Use Amendment Filed  
2010-03-23 - Extension 1 granted  
2010-02-18 - Extension 1 filed  
2010-03-23 - Case Assigned To Intent To Use Paralegal  
2010-02-18 - TEAS Extension Received  
2010-02-18 - TEAS Statement of Use Received  
2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered  
2009-09-09 - TEAS Change Of Owner Address Received  
2009-08-18 - NOA Mailed - SOU Required From Applicant  
2009-05-26 - Published for opposition  
2009-05-06 - Notice of publication  
2009-04-22 - Law Office Publication Review Completed  
2009-04-20 - Approved For Pub - Principal Register  
2009-04-20 - Examiner's Amendment Entered

2009-04-20 - Notification Of Examiners Amendment E-Mailed  
2009-04-20 - EXAMINERS AMENDMENT E-MAILED  
2009-04-20 - Examiners Amendment -Written  
2009-04-17 - Previous Allowance Count Withdrawn  
2009-04-17 - Withdrawn From Pub - Examining Attorney Request  
2009-04-16 - Law Office Publication Review Completed  
2009-04-16 - Assigned To LIE  
2009-04-16 - Approved For Pub - Principal Register  
2009-04-16 - Examiner's Amendment Entered  
2009-04-16 - Notification Of Examiners Amendment E-Mailed  
2009-04-16 - EXAMINERS AMENDMENT E-MAILED  
2009-04-16 - Examiners Amendment -Written  
2009-03-19 - TEAS Change Of Correspondence Received  
2009-01-26 - Notification Of Final Refusal Emailed  
2009-01-26 - Final refusal e-mailed  
2009-01-26 - Final Refusal Written  
2008-12-31 - Teas/Email Correspondence Entered  
2008-12-30 - Communication received from applicant  
2008-12-30 - TEAS Response to Office Action Received  
2008-06-30 - Notification Of Examiner's Amendment/Priority Action E-Mailed  
2008-06-30 - Examiner's Amendment/Priority Action E-Mailed  
2008-06-30 - Examiners Amendment And/Or Priority Action - Completed  
2008-06-27 - Assigned To Examiner  
2008-03-29 - Notice Of Pseudo Mark Mailed  
2008-03-28 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**  
Heather A Dunn

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

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Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:12:20 ET

Serial Number: 85018297 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

TEAM LIVESTRONG

(words only): TEAM LIVESTRONG

Standard Character claim: Yes

**Current Status:** A final Office action has been sent (issued) to the applicant. Applicant failed to satisfy all requirements and/or refusals raised previously. To view all documents in this file, click on the Trademark Document Retrieval link at the top of this page.

**Date of Status:** 2010-12-21

**Filing Date:** 2010-04-20

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 104

**Attorney Assigned:**  
BLAIR JASON PAUL

**Current Location:** L4X -TMEG Law Office 104 - Examining Attorney Assigned

**Date In Location:** 2010-12-21

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. [Lance Armstrong Foundation](#)

**Address:**

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [non-profit corporation](#)  
**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [036](#)  
**Class Status:** [Active](#)  
[Charitable fundraising services](#)  
**Basis:** [1\(a\)](#)  
**First Use Date:** [2009-02-00](#)  
**First Use in Commerce Date:** [2009-02-00](#)

**International Class:** [041](#)  
**Class Status:** [Active](#)  
[Organization of sports events in the field of running, walking, cycling, and swimming; organizing community sporting events; conducting charity sporting events and tournaments](#)  
**Basis:** [1\(a\)](#)  
**First Use Date:** [2009-02-00](#)  
**First Use in Commerce Date:** [2009-02-00](#)

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### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**  
[3052284](#)  
[3126718](#)  
[3202553](#)

---

### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

[2010-12-21 - Notification Of Final Refusal Emailed](#)  
[2010-12-21 - Final refusal e-mailed](#)  
[2010-12-21 - Final Refusal Written](#)  
[2010-11-23 - Teas/Email Correspondence Entered](#)  
[2010-11-22 - Communication received from applicant](#)  
[2010-11-22 - TEAS Response to Office Action Received](#)  
[2010-05-20 - Notification Of Priority Action E-Mailed](#)  
[2010-05-20 - Priority Action E-Mailed](#)

2010-05-20 - Priority Action Written

2010-05-19 - Assigned To Examiner

2010-04-24 - Notice Of Pseudo Mark Mailed

2010-04-23 - New Application Office Supplied Data Entered In Tram

2010-04-23 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

HEATHER A. DUNN, ESQ.

DLA PIPER LLP (US)

555 MISSION ST STE 2400

SAN FRANCISCO, CA 94105-0922

Phone Number: 415.836.2557

Fax Number: 415.659.7357

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:12:39 ET

Serial Number: 77490649 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3793801

Mark

LIVESTRONG.COM

(words only): [LIVESTRONG.COM](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-05-25

Filing Date: 2008-06-04

Transformed into a National Application: No

Registration Date: 2010-05-25

Register: Principal

Law Office Assigned: [LAW OFFICE 116](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-04-21

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

**Address:**

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)**State or Country Where Organized:** [Texas](#)

---

**GOODS AND/OR SERVICES**

---

**International Class:** [041](#)**Class Status:** [Active](#)

[Providing information in the field of exercise training; providing a web site featuring information on exercise, physical fitness, and sports; providing a website featuring information in the field of current events and entertainment, prerecorded music, video presentations featuring the subjects of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, and cultural events information, and featuring podcasts in the field of cancer awareness, cancer education, cancer survivor stories, cancer patient support, personal memorials, honors and tributes, fund raising and charitable fund raising, charitable events, charitable activities, advocacy in the fight against cancer, health, fitness, nutrition, diet, inspirational achievement stories, sports information, news shows, sports information, and cultural events information; on-line publishing of electronic publications; on-line journals, namely, blogs in the fields of health, fitness, exercise, current events, sports, entertainment, personal opinions on topics of general interest, medical symptoms, medical conditions, medical practice specialties, medical procedures, medical information, healthy living, diet, health enhancement, alternative medicine, and prescription and over-the-counter drugs](#)

**Basis:** [1\(a\)](#)**First Use Date:** [2008-06-18](#)**First Use in Commerce Date:** [2008-06-18](#)

---

**ADDITIONAL INFORMATION**

---

**Prior Registration Number(s):**[2368904](#)[3202553](#)[3205197](#)

---

**MADRID PROTOCOL INFORMATION**

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**USPTO Reference Number:** [A0013782](#)**International Registration Number:** [0984608](#)**International Registration Date:** [2008-09-11](#)**Original Filing Date with USPTO:** [2008-09-11](#)**International Registration Status:** [Application For IR Registered By IB](#)**Date of International Registration Status:** [2008-12-11](#)**International Registration Renewal Date:** [2018-09-11](#)**Irregularity Reply by Date:** (DATE NOT AVAILABLE)**Madrid History:**[09-15-2010 - 08:00:16 - Ceasing Of Effect Manually Processed](#)[08-25-2010 - 08:00:16 - Partial Ceasing Of Effect To Be Processed](#)[02-22-2010 - 09:41:53 - Change Of Address Received From IB](#)[12-13-2008 - 07:42:41 - Application For IR Registered By IB](#)[11-11-2008 - 05:48:22 - Irregularity Notice Received From IB \(Response Required\)](#)[11-04-2008 - 09:04:14 - Irregularity Notice Received From IB \(Response Required\)](#)[10-29-2008 - 21:07:42 - Irregularity Response Sent To IB](#)

10-29-2008 - 14:10:01 - Response To Irregularity Reviewed And Accepted  
10-21-2008 - 14:06:47 - Irregularity Response Received From Applicant  
10-01-2008 - 11:28:37 - Irregularity Notice Received From IB (Response Required)  
09-11-2008 - 21:01:01 - IR Certified And Sent To IB  
09-11-2008 - 17:08:09 - New Application For IR Received  
09-11-2008 - 17:08:09 - Automatically Certified

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2010-05-25 - Registered - Principal Register

2010-04-22 - Notice Of Acceptance Of Statement Of Use E-Mailed

2010-04-21 - Law Office Registration Review Completed

2010-04-21 - Assigned To LIE

2010-04-07 - Allowed for Registration - Principal Register (SOU accepted)

2010-03-24 - Notice Of Approval Of Extension Request E-Mailed

2010-03-23 - Statement Of Use Processing Complete

2010-02-18 - Use Amendment Filed

2010-03-23 - Extension 1 granted

2010-02-18 - Extension 1 filed

2010-03-23 - Case Assigned To Intent To Use Paralegal

2010-02-18 - TEAS Extension Received

2010-02-18 - TEAS Statement of Use Received

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-18 - NOA Mailed - SOU Required From Applicant

2009-05-26 - Published for opposition

2009-05-06 - Notice of publication

2009-04-20 - Law Office Publication Review Completed

2009-04-20 - Approved For Pub - Principal Register

2009-04-20 - Examiner's Amendment Entered

2009-04-20 - Notification Of Examiners Amendment E-Mailed

2009-04-20 - EXAMINERS AMENDMENT E-MAILED

2009-04-20 - Examiners Amendment -Written

2009-04-17 - Previous Allowance Count Withdrawn

2009-04-17 - Withdrawn From Pub - Examining Attorney Request

2009-04-16 - Law Office Publication Review Completed

2009-04-16 - Assigned To LIE

2009-04-16 - Approved For Pub - Principal Register

2009-04-16 - Examiner's Amendment Entered

2009-04-16 - Notification Of Examiners Amendment E-Mailed

2009-04-16 - EXAMINERS AMENDMENT E-MAILED

2009-04-16 - Examiners Amendment -Written

2009-03-19 - TEAS Change Of Correspondence Received

2009-01-26 - Notification Of Final Refusal Emailed

2009-01-26 - Final refusal e-mailed

2009-01-26 - Final Refusal Written

2008-12-31 - Teas/Email Correspondence Entered

2008-12-30 - Communication received from applicant

2008-12-30 - TEAS Response to Office Action Received

2008-06-30 - Notification Of Examiner's Amendment/Priority Action E-Mailed

2008-06-30 - Examiner's Amendment/Priority Action E-Mailed

2008-06-30 - Examiners Amendment And/Or Priority Action - Completed

2008-06-27 - Assigned To Examiner

2008-06-10 - Notice Of Pseudo Mark Mailed

2008-06-09 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**  
Heather A. Dunn, Esq.

**Correspondent**

HEATHER A DUNN  
DLA Piper LLP (US)  
555 Mission Street, Suite 2400  
San Francisco CA 94105-2933  
Phone Number: (415) 836-2557  
Fax Number: (415) 836-2501

---



Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:13:04 ET

Serial Number: [78687069 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [3205197](#)

Mark



(words only): [LANCE ARMSTRONG FOUNDATION LIVESTRONG](#)

Standard Character claim: No

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2007-02-06](#)

Filing Date: [2005-08-05](#)

Transformed into a National Application: No

Registration Date: [2007-02-06](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 113](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2007-02-06](#)

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [LANCE ARMSTRONG FOUNDATION](#)

Address:

[LANCE ARMSTRONG FOUNDATION](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** TEXAS NON-PROFIT CORPORATION

**State or Country Where Organized:** (NOT AVAILABLE)

---

### GOODS AND/OR SERVICES

---

**International Class:** 014

**Class Status:** Active

Jewelry

**Basis:** 1(a)

**First Use Date:** 2004-11-30

**First Use in Commerce Date:** 2004-11-30

**International Class:** 035

**Class Status:** Active

Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation and regulation; promoting public awareness of public health in the fields of cancer, cancer recovery and survival by sponsoring, developing and carrying out community and national programs

**Basis:** 1(a)

**First Use Date:** 2005-06-08

**First Use in Commerce Date:** 2005-06-08

**International Class:** 036

**Class Status:** Active

Providing research grants to organizations in the fields of public health, cancer, cancer recovery and survival; Charitable fundraising services; Providing a web site featuring information, comprehensive content and personal stories concerning insurance, finances, financial and estate planning in the fields of cancer, cancer recovery and survival

**Basis:** 1(a)

**First Use Date:** 2005-02-28

**First Use in Commerce Date:** 2005-02-28

**International Class:** 041

**Class Status:** Active

Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival; providing a web site featuring personal narrative stories relating to cancer, cancer recovery and survival for instructional and entertainment purposes

**Basis:** 1(a)

**First Use Date:** 2005-05-16

**First Use in Commerce Date:** 2005-05-16

**International Class:** 044

**Class Status:** Active

Providing a web site featuring medical information, comprehensive content and personal stories in the fields of cancer, cancer recovery and survival

**Basis:** 1(a)

**First Use Date:** 2005-05-16

**First Use in Commerce Date:** 2005-05-16

---

### ADDITIONAL INFORMATION

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**Disclaimer:** "Foundation"

**Name Portrait Consent:** The name shown in the mark identifies Lance Armstrong, whose consent to

register is submitted.

**Design Search Code(s):**

**02.01.02** - Men depicted as shadows or silhouettes of men; Silhouettes of men

**02.01.33** - Grotesque men formed by letters, numbers, punctuation or geometric shapes; Stick figures

**04.07.03** - Geometric figures or combinations of geometric figures representing a person; Geometric figures representing a person; Geometric shapes forming a person; Person formed by geometric shapes

**18.03.01** - Bicycles; Tricycles; Unicycles

**26.11.10** - Rectangles divided once into two sections

**26.11.21** - Rectangles that are completely or partially shaded

**26.17.02** - Bands, wavy; Bars, wavy; Lines, wavy; Wavy line(s), band(s) or bar(s)

**26.17.09** - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved

**Prior Registration Number(s):**

3052284

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2008-05-20 - Notice Of Suit

2007-02-06 - Registered - Principal Register

2006-11-21 - Published for opposition

2006-11-01 - Notice of publication

2006-09-29 - Law Office Publication Review Completed

2006-09-18 - Assigned To LIE

2006-09-05 - Approved for Pub - Principal Register (Initial exam)

2006-08-24 - Teas/Email Correspondence Entered

2006-08-17 - Communication received from applicant

2006-08-17 - TEAS Response to Office Action Received

2006-02-27 - Examiner's Amendment/Priority Action E-Mailed

2006-02-27 - Examiners Amendment And/Or Priority Action - Completed

2006-02-24 - Assigned To Examiner

2005-08-12 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:13:21 ET

Serial Number: 78887770 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3363666

Mark

LIVESTRONG YOUNG ADULT  
ALLIANCE

(words only): [LIVESTRONG YOUNG ADULT ALLIANCE](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2008-01-01

Filing Date: 2006-05-19

Transformed into a National Application: No

Registration Date: 2008-01-01

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 830 -Post Registration

Date In Location: 2009-12-08

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

**Address:**

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [035](#)

**Class Status:** [Active](#)

[Lobbying services, namely, promoting public health and cancer survivorship interests in the fields of politics, legislation, and regulation; promoting public awareness of public health in the fields of cancer, cancer research, delivery of patient care, cancer recovery and survival by sponsoring, developing, and carrying out community and national programs; charitable services, namely organizing and conducting volunteer programs and community service projects](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2006-11-10](#)

**First Use in Commerce Date:** [2006-11-10](#)

**International Class:** [041](#)

**Class Status:** [Active](#)

[Educational services, namely, organizing and conducting conferences in the fields of cancer, cancer recovery and survival](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2006-11-10](#)

**First Use in Commerce Date:** [2006-11-10](#)

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** ["YOUNG ADULT ALLIANCE"](#)

**Prior Registration Number(s):**

[3052284](#)

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### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** [A0006456](#)

**International Registration Number:** [0926679](#)

**International Registration Date:** [2006-11-17](#)

**Original Filing Date with USPTO:** [2006-11-17](#)

**International Registration Status:** [Application For IR Registered By IB](#)

**Date of International Registration Status:** [2007-07-19](#)

**International Registration Renewal Date:** [2016-11-17](#)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

[02-12-2010 - 07:54:45 - Change Of Owner Received From IB](#)

[02-20-2009 - 13:47:43 - Partial Ceasing Of Effect Processed By IB](#)

[06-30-2008 - 21:00:21 - Partial Ceasing Of Effect Notice Sent To IB](#)

[06-30-2008 - 10:42:46 - Ceasing Of Effect Processed](#)

[04-02-2008 - 08:28:20 - Partial Ceasing Of Effect To Be Processed](#)

[07-19-2007 - 18:03:50 - Application For IR Registered By IB](#)

[05-14-2007 - 21:02:20 - Irregularity Response Sent To IB](#)

[05-14-2007 - 10:35:29 - Response To Irregularity Reviewed And Accepted](#)

[05-09-2007 - 15:26:47 - Irregularity Response Received From Applicant](#)

[02-20-2007 - 15:46:45 - Irregularity Notice Received From IB](#)

11-17-2006 - 21:00:49 - IR Certified And Sent To IB  
11-17-2006 - 13:55:56 - New Application For IR Received  
11-17-2006 - 13:55:56 - Automatically Certified

---

## PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-10-29 - Section 7 correction issued

2009-10-24 - Case Assigned To Post Registration Paralegal

2009-09-10 - TEAS Section 7 Request Received

2009-03-20 - TEAS Change Of Correspondence Received

2008-01-01 - Registered - Principal Register

2007-11-26 - Law Office Registration Review Completed

2007-11-23 - Allowed for Registration - Principal Register (SOU accepted)

2007-11-15 - Statement Of Use Processing Complete

2007-11-15 - Extension 1 granted

2007-10-30 - Use Amendment Filed

2007-10-30 - Extension 1 filed

2007-10-30 - TEAS Extension Received

2007-10-30 - TEAS Statement of Use Received

2007-05-01 - NOA Mailed - SOU Required From Applicant

2007-02-06 - Published for opposition

2007-01-17 - Notice of publication

2006-12-19 - Law Office Publication Review Completed

2006-12-15 - Assigned To LIE

2006-11-30 - Approved For Pub - Principal Register

2006-11-29 - Teas/Email Correspondence Entered

2006-11-28 - Communication received from applicant

2006-11-28 - TEAS Response to Office Action Received

2006-08-16 - Non-final action e-mailed

2006-08-16 - Non-Final Action Written

2006-08-10 - Assigned To Examiner

2006-05-26 - Notice Of Pseudo Mark Mailed

2006-05-25 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

Heather A. Dunn,  
DLA Piper LLP (US)  
555 Mission Street, Suite 2400  
San Francisco CA 94105-2933  
Phone Number: (415) 836-2557  
Fax Number: (415) 836-2501

---



Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:13:48 ET

Serial Number: 75821537 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 2368904

Mark (words only): LIVE LONG, LIVE STRONG

Standard Character claim: No

Current Status: [The registration has been renewed](#).

Date of Status: 2010-04-13

Filing Date: 1999-10-12

Transformed into a National Application: No

Registration Date: 2000-07-18

Register: [Principal](#)

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: (NOT AVAILABLE)

Date In Location: 2010-04-13

---

#### LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [LANCE ARMSTRONG FOUNDATION](#)

**Address:**

[LANCE ARMSTRONG FOUNDATION](#)

[2201 E. 6th Street](#)

[Austin, TX 78702](#)

[United States](#)

**Legal Entity Type:** [TEXAS NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** (NOT AVAILABLE)

---

#### GOODS AND/OR SERVICES

---

**International Class:** [042](#)

**Class Status:** [Active](#)

[Consulting services in the field of personal fitness training](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [1997-11-05](#)

**First Use in Commerce Date:** [1997-11-05](#)

---

### ADDITIONAL INFORMATION

---

(NOT AVAILABLE)

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### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

[2010-04-13 - First renewal 10 year](#)

[2010-04-13 - Section 8 \(10-year\) accepted/ Section 9 granted](#)

[2010-04-05 - TEAS Section 8 & 9 Received](#)

[2009-09-09 - Applicant/Correspondence Changes \(Non-Responsive\) Entered](#)

[2009-09-09 - TEAS Change Of Owner Address Received](#)

[2009-08-19 - Automatic Update Of Assignment Of Ownership](#)

[2009-03-20 - TEAS Change Of Correspondence Received](#)

[2007-01-30 - Section 8 \(6-year\) accepted & Section 15 acknowledged](#)

[2007-01-30 - Assigned To Paralegal](#)

[2006-07-14 - Section 8 \(6-year\) and Section 15 Filed](#)

[2006-07-14 - TEAS Section 8 & 15 Received](#)

[2006-03-10 - Case File In TICSRS](#)

[2006-02-07 - Attorney Revoked And/Or Appointed](#)

[2006-02-07 - TEAS Revoke/Appoint Attorney Received](#)

[2005-06-14 - TEAS Change Of Correspondence Received](#)

[2000-07-18 - Registered - Principal Register](#)

[2000-04-25 - Published for opposition](#)

[2000-03-24 - Notice of publication](#)

[2000-02-10 - Approved for Pub - Principal Register \(Initial exam\)](#)

2000-01-27 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn

**Correspondent**

Heather A. Dunn

DLA PIPER LLP (US)

555 MISSION STREET, SUITE 2400

SAN FRANCISCO CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

**Domestic Representative**

BUCKNAM AND ARCHER

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:14:08 ET

Serial Number: 77431136 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3716127

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2009-11-24

Filing Date: 2008-03-25

Transformed into a National Application: No

Registration Date: 2009-11-24

Register: Principal

Law Office Assigned: [LAW OFFICE 116](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: 2009-10-19

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

Address:

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [044](#)

**Class Status:** [Active](#)

[Providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2003-12-15](#)

**First Use in Commerce Date:** [2003-12-15](#)

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

[3052284](#)

[3126718](#)

[3202553](#)

---

### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** [A0013778](#)

**International Registration Number:** [0984668](#)

**International Registration Date:** [2008-09-11](#)

**Original Filing Date with USPTO:** [2008-09-11](#)

**International Registration Status:** [Application For IR Registered By IB](#)

**Date of International Registration Status:** [2008-12-11](#)

**International Registration Renewal Date:** [2018-09-11](#)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

[04-09-2010 - 08:43:14 - Ceasing Of Effect Reviewed - No Action Required By Office](#)

[02-24-2010 - 08:00:16 - Partial Ceasing Of Effect To Be Processed](#)

[02-22-2010 - 09:43:58 - Change Of Address Received From IB](#)

[12-13-2008 - 07:58:32 - Application For IR Registered By IB](#)

[10-27-2008 - 21:06:54 - Irregularity Response Sent To IB](#)

[10-27-2008 - 16:50:05 - Response To Irregularity Reviewed And Accepted](#)

[10-24-2008 - 12:56:46 - Irregularity Response Received From Applicant](#)

[09-23-2008 - 09:09:35 - Irregularity Notice Received From IB](#)

[09-11-2008 - 21:01:00 - IR Certified And Sent To IB](#)

[09-11-2008 - 17:03:50 - New Application For IR Received](#)

[09-11-2008 - 17:03:50 - Automatically Certified](#)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-11-24 - Registered - Principal Register

2009-10-19 - Law Office Registration Review Completed

2009-10-13 - Allowed for Registration - Principal Register (SOU accepted)

2009-09-21 - Statement Of Use Processing Complete

2009-04-28 - Use Amendment Filed

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-05-15 - Extension 1 granted

2009-04-28 - Extension 1 filed

2009-05-15 - Case Assigned To Intent To Use Paralegal

2009-04-28 - TEAS Extension Received

2009-04-28 - TEAS Statement of Use Received

2009-03-19 - TEAS Change Of Correspondence Received

2008-10-28 - NOA Mailed - SOU Required From Applicant

2008-08-05 - Published for opposition

2008-07-16 - Notice of publication

2008-07-01 - Law Office Publication Review Completed

2008-07-01 - Assigned To LIE

2008-06-30 - Approved For Pub - Principal Register

2008-06-30 - Examiner's Amendment Entered

2008-06-30 - Notification Of Examiners Amendment E-Mailed

2008-06-30 - Examiners amendment e-mailed

2008-06-30 - Examiners Amendment -Written

2008-06-27 - Assigned To Examiner

2008-03-29 - Notice Of Pseudo Mark Mailed

2008-03-28 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A Dunn, Esq.

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:14:31 ET

Serial Number: 77431149 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3655543

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2009-07-14

Filing Date: 2008-03-25

Transformed into a National Application: No

Registration Date: 2009-07-14

Register: Principal

Law Office Assigned: [LAW OFFICE 116](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: 2009-06-05

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

Address:

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)



**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [045](#)

**Class Status:** [Active](#)

[Online social networking services](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2008-09-17](#)

**First Use in Commerce Date:** [2008-09-17](#)

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

[3052284](#)

[3126718](#)

[3202553](#)

---

### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** [A0013780](#)

**International Registration Number:** [0984607](#)

**International Registration Date:** [2008-09-11](#)

**Original Filing Date with USPTO:** [2008-09-11](#)

**International Registration Status:** [Application For IR Registered By IB](#)

**Date of International Registration Status:** [2008-12-11](#)

**International Registration Renewal Date:** [2018-09-11](#)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

[02-22-2010 - 09:37:48 - Change Of Address Received From IB](#)

[10-20-2009 - 07:06:01 - Ceasing Of Effect Reviewed - No Action Required By Office](#)

[10-16-2009 - 10:22:39 - Correction Transaction Received From IB](#)

[10-14-2009 - 08:00:15 - Partial Ceasing Of Effect To Be Processed](#)

[12-13-2008 - 07:41:21 - Application For IR Registered By IB](#)

[11-11-2008 - 05:47:21 - Irregularity Notice Received From IB \(Response Required\)](#)

[11-04-2008 - 09:03:04 - Irregularity Notice Received From IB \(Response Required\)](#)

[10-29-2008 - 21:07:42 - Irregularity Response Sent To IB](#)

[10-29-2008 - 14:12:28 - Response To Irregularity Reviewed And Accepted](#)

[10-23-2008 - 14:01:50 - Irregularity Response Received From Applicant](#)

[10-01-2008 - 11:27:38 - Irregularity Notice Received From IB \(Response Required\)](#)

[09-11-2008 - 21:01:00 - IR Certified And Sent To IB](#)

[09-11-2008 - 17:06:58 - Automatically Certified](#)

[09-11-2008 - 17:06:58 - New Application For IR Received](#)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-07-14 - Registered - Principal Register

2009-06-05 - Law Office Registration Review Completed

2009-06-04 - Allowed for Registration - Principal Register (SOU accepted)

2009-05-15 - Statement Of Use Processing Complete

2009-04-28 - Use Amendment Filed

2009-05-15 - Extension 1 granted

2009-04-28 - Extension 1 filed

2009-05-15 - Case Assigned To Intent To Use Paralegal

2009-04-28 - TEAS Extension Received

2009-04-28 - TEAS Statement of Use Received

2009-03-19 - TEAS Change Of Correspondence Received

2008-10-28 - NOA Mailed - SOU Required From Applicant

2008-08-05 - Published for opposition

2008-07-16 - Notice of publication

2008-07-01 - Law Office Publication Review Completed

2008-07-01 - Assigned To LIE

2008-06-30 - Approved For Pub - Principal Register

2008-06-30 - Examiner's Amendment Entered

2008-06-30 - Notification Of Examiners Amendment E-Mailed

2008-06-30 - Examiners amendment e-mailed

2008-06-30 - Examiners Amendment -Written

2008-06-27 - Assigned To Examiner

2008-03-29 - Notice Of Pseudo Mark Mailed

2008-03-28 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A Dunn, Esq.

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:14:51 ET

Serial Number: 77490580 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3655694

Mark

LIVESTRONG.COM

(words only): [LIVESTRONG.COM](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2009-07-14

Filing Date: 2008-06-04

Filed as TEAS Plus Application: Yes

Currently TEAS Plus Application: Yes

Transformed into a National Application: No

Registration Date: 2009-07-14

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-06-05

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

Address:

Lance Armstrong Foundation

2201 E. 6th Street

Austin, TX 78702

United States

**Legal Entity Type:** NON-PROFIT CORPORATION

**State or Country Where Organized:** Texas

---

### GOODS AND/OR SERVICES

---

**International Class:** 045

**Class Status:** Active

On-line social networking services

**Basis:** 1(a)

**First Use Date:** 2008-09-17

**First Use in Commerce Date:** 2008-09-17

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

3052284

3126718

3202553

---

### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** A0013785

**International Registration Number:** 0981635

**International Registration Date:** 2008-09-11

**Original Filing Date with USPTO:** 2008-09-11

**International Registration Status:** Application For IR Registered By IB

**Date of International Registration Status:** 2008-11-20

**International Registration Renewal Date:** 2018-09-11

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

02-22-2010 - 09:39:52 - Change Of Address Received From IB

02-12-2010 - 17:29:47 - Partial Ceasing Of Effect Processed By IB

10-20-2009 - 21:01:05 - Partial Ceasing Of Effect Notice Sent To IB

10-20-2009 - 07:11:12 - Ceasing Of Effect Processed

10-16-2009 - 10:18:12 - Correction Transaction Received From IB

10-14-2009 - 08:00:16 - Partial Ceasing Of Effect To Be Processed

11-20-2008 - 14:58:58 - Application For IR Registered By IB

10-22-2008 - 21:03:52 - Irregularity Response Sent To IB

10-22-2008 - 15:23:44 - Response To Irregularity Reviewed And Accepted

10-16-2008 - 14:30:42 - Irregularity Response Received From Applicant

09-22-2008 - 09:05:57 - Irregularity Notice Received From IB

09-11-2008 - 21:01:02 - IR Certified And Sent To IB

09-11-2008 - 17:12:17 - New Application For IR Received

09-11-2008 - 17:12:17 - Automatically Certified

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-07-14 - Registered - Principal Register

2009-06-05 - Law Office Registration Review Completed

2009-06-04 - Allowed for Registration - Principal Register (SOU accepted)

2009-05-15 - Statement Of Use Processing Complete

2009-04-28 - Use Amendment Filed

2009-05-15 - Extension 1 granted

2009-04-28 - Extension 1 filed

2009-05-15 - Case Assigned To Intent To Use Paralegal

2009-04-28 - TEAS Extension Received

2009-04-28 - TEAS Statement of Use Received

2009-03-19 - TEAS Change Of Correspondence Received

2008-10-28 - NOA Mailed - SOU Required From Applicant

2008-08-05 - Published for opposition

2008-07-16 - Notice of publication

2008-06-30 - Law Office Publication Review Completed

2008-06-30 - Assigned To LIE

2008-06-30 - Approved For Pub - Principal Register

2008-06-30 - Examiner's Amendment Entered

2008-06-30 - Notification Of Examiners Amendment E-Mailed

2008-06-30 - Examiners amendment e-mailed

2008-06-30 - Examiners Amendment -Written

2008-06-27 - Assigned To Examiner

2008-06-10 - Notice Of Pseudo Mark Mailed

2008-06-09 - New Application Entered In Tram

---

## ATTORNEY/CORRESPONDENT INFORMATION

---

### **Attorney of Record**

Heather A. Dunn, Esq.

### **Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:15:16 ET

Serial Number: [78702767 Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: [3126718](#)

Mark

**LIVESTRONG**

(words only): [LIVESTRONG](#)

Standard Character claim: [Yes](#)

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2006-08-08](#)

Filing Date: [2005-08-29](#)

Filed as TEAS Plus Application: [Yes](#)

Currently TEAS Plus Application: [Yes](#)

Transformed into a National Application: [No](#)

Registration Date: [2006-08-08](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 113](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2006-08-08](#)

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. [LANCE ARMSTRONG FOUNDATION](#)

Address:



LANCE ARMSTRONG FOUNDATION

2201 E. 6th Street

Austin, TX 78702

United States

**Legal Entity Type:** TEXAS NON-PROFIT CORPORATION

**State or Country Where Organized:** (NOT AVAILABLE)

---

### GOODS AND/OR SERVICES

---

**International Class:** 009

**Class Status:** Active

Computers; Notebook computers

**Basis:** 1(a)

**First Use Date:** 2005-06-30

**First Use in Commerce Date:** 2005-06-30

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

3052284

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-08-19 - Automatic Update Of Assignment Of Ownership

2009-03-20 - TEAS Change Of Correspondence Received

2008-05-20 - Notice Of Suit

2006-08-08 - Registered - Principal Register

2006-05-16 - Published for opposition

2006-04-26 - Notice of publication

2006-03-27 - Law Office Publication Review Completed

2006-03-16 - Assigned To LIE

2006-02-28 - Approved for Pub - Principal Register (Initial exam)

2006-02-28 - Examiner's Amendment Entered

2006-02-28 - EXAMINERS AMENDMENT E-MAILED

2006-02-28 - Examiners Amendment -Written

2006-02-27 - Non-final action e-mailed

2006-02-27 - Non-Final Action Written

2006-02-24 - Assigned To Examiner

2005-09-06 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:15:40 ET

Serial Number: 77936498 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3849996

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2010-09-21

Filing Date: 2010-02-16

Transformed into a National Application: No

Registration Date: 2010-09-21

Register: Principal

Law Office Assigned: LAW OFFICE 104

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2010-09-21

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

Address:

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [non-profit corporation](#)  
**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [016](#)

**Class Status:** [Active](#)

[magazines in the field of cancer, and cancer recovery, prevention, treatment, survival, and awareness;](#)  
[magazines in the field of health, fitness and wellness](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2010-02-01](#)

**First Use in Commerce Date:** [2010-02-01](#)

---

### ADDITIONAL INFORMATION

---

(NOT AVAILABLE)

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

[2010-09-21 - Registered - Principal Register](#)

[2010-07-06 - Notice Of Publication E-Mailed](#)

[2010-07-06 - Published for opposition](#)

[2010-06-02 - Law Office Publication Review Completed](#)

[2010-06-02 - Assigned To LIE](#)

[2010-05-19 - Approved for Pub - Principal Register \(Initial exam\)](#)

[2010-05-19 - Assigned To Examiner](#)

[2010-03-03 - TEAS Amendment Entered Before Attorney Assigned](#)

[2010-03-03 - TEAS Voluntary Amendment Received](#)

[2010-02-20 - Notice Of Pseudo Mark Mailed](#)

[2010-02-19 - New Application Office Supplied Data Entered In Tram](#)

[2010-02-19 - New Application Entered In Tram](#)

---

### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

HEATHER A. DUNN, ESQ.

DLA PIPER LLP (US)

555 MISSION ST STE 2400

SAN FRANCISCO, CA 94105-0922

Phone Number: 415.836.2557

Fax Number: 415.836.2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:16:04 ET

Serial Number: 77431059 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3719356

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2009-12-01

Filing Date: 2008-03-25

Transformed into a National Application: No

Registration Date: 2009-12-01

Register: Principal

Law Office Assigned: [LAW OFFICE 116](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: 2009-10-23

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

Address:

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [035](#)

**Class Status:** [Active](#)

[Providing referrals in the field of matching patients with clinical trials for new treatments in the field of cancer](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2008-09-17](#)

**First Use in Commerce Date:** [2008-09-17](#)

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

[3052284](#)

[3202553](#)

[3363666](#)

---

### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** [A0013774](#)

**International Registration Number:** [0980608](#)

**International Registration Date:** [2008-09-11](#)

**Original Filing Date with USPTO:** [2008-09-11](#)

**International Registration Status:** [Application For IR Registered By IB](#)

**Date of International Registration Status:** [2008-11-13](#)

**International Registration Renewal Date:** [2018-09-11](#)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

[09-03-2010 - 13:03:37 - Partial Ceasing Of Effect Processed By IB](#)

[04-21-2010 - 21:00:46 - Partial Ceasing Of Effect Notice Sent To IB](#)

[04-21-2010 - 12:47:57 - Ceasing Of Effect Processed](#)

[03-02-2010 - 08:00:15 - Partial Ceasing Of Effect To Be Processed](#)

[02-22-2010 - 09:46:01 - Change Of Address Received From IB](#)

[11-13-2008 - 17:26:05 - Application For IR Registered By IB](#)

[09-11-2008 - 21:00:59 - IR Certified And Sent To IB](#)

[09-11-2008 - 16:00:42 - Automatically Certified](#)

[09-11-2008 - 16:00:42 - New Application For IR Received](#)

---

### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2009-12-01 - Registered - Principal Register](#)

[2009-10-23 - Law Office Registration Review Completed](#)

[2009-10-22 - Allowed for Registration - Principal Register \(SOU accepted\)](#)

2009-10-16 - Teas/Email Correspondence Entered

2009-10-16 - Communication received from applicant

2009-10-15 - TEAS Response to Office Action Received

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-06-03 - Notification Of Non-Final Action E-Mailed

2009-06-03 - NON-FINAL ACTION E-MAILED

2009-06-03 - SU - Non-Final Action - Written

2009-05-15 - Statement Of Use Processing Complete

2009-04-28 - Use Amendment Filed

2009-05-15 - Extension 1 granted

2009-04-28 - Extension 1 filed

2009-05-15 - Case Assigned To Intent To Use Paralegal

2009-04-28 - TEAS Extension Received

2009-04-28 - TEAS Statement of Use Received

2009-03-19 - TEAS Change Of Correspondence Received

2008-10-28 - NOA Mailed - SOU Required From Applicant

2008-08-05 - Published for opposition

2008-07-16 - Notice of publication

2008-07-01 - Law Office Publication Review Completed

2008-07-01 - Assigned To LIE

2008-06-30 - Approved For Pub - Principal Register

2008-06-30 - Examiner's Amendment Entered

2008-06-30 - Notification Of Examiners Amendment E-Mailed

2008-06-30 - Examiners amendment e-mailed

2008-06-30 - Examiners Amendment -Written

2008-06-27 - Assigned To Examiner

2008-03-29 - Notice Of Pseudo Mark Mailed



2008-03-28 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:16:27 ET

Serial Number: 77490623 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3655696

Mark

LIVESTRONG.COM

(words only): [LIVESTRONG.COM](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2009-07-14

Filing Date: 2008-06-04

Transformed into a National Application: No

Registration Date: 2009-07-14

Register: Principal

Law Office Assigned: [LAW OFFICE 116](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 650 -Publication And Issue Section

Date In Location: 2009-06-05

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

**Address:**

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [044](#)

**Class Status:** [Active](#)

[providing a website featuring information in the field of medical symptoms, medical conditions, medical practice specialties, medical procedures, healthy living, diet, health enhancement, alternative medicine, prescription and over-the-counter drugs, and nutrition; providing a website featuring medical information; Providing a web site featuring information in the field of mental health and wellness; mental health services](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2008-05-27](#)

**First Use in Commerce Date:** [2008-05-27](#)

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

[3052284](#)

[3126718](#)

[3202553](#)

---

### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** [A0013784](#)

**International Registration Number:** [0982534](#)

**International Registration Date:** [2008-09-11](#)

**Original Filing Date with USPTO:** [2008-09-11](#)

**International Registration Status:** [Application For IR Registered By IB](#)

**Date of International Registration Status:** [2008-11-27](#)

**International Registration Renewal Date:** [2018-09-11](#)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

[02-22-2010 - 09:48:03 - Change Of Address Received From IB](#)

[10-20-2009 - 07:02:04 - Ceasing Of Effect Reviewed - No Action Required By Office](#)

[10-14-2009 - 08:00:16 - Partial Ceasing Of Effect To Be Processed](#)

[11-27-2008 - 15:59:27 - Application For IR Registered By IB](#)

[10-14-2008 - 21:03:11 - Irregularity Response Sent To IB](#)

[10-14-2008 - 09:49:02 - Response To Irregularity Reviewed And Accepted](#)

[10-07-2008 - 13:36:47 - Irregularity Response Received From Applicant](#)

[09-22-2008 - 09:04:49 - Irregularity Notice Received From IB](#)

[09-11-2008 - 21:01:01 - IR Certified And Sent To IB](#)

[09-11-2008 - 17:10:30 - Automatically Certified](#)

[09-11-2008 - 17:10:30 - New Application For IR Received](#)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered

2009-09-09 - TEAS Change Of Owner Address Received

2009-07-14 - Registered - Principal Register

2009-06-05 - Law Office Registration Review Completed

2009-06-03 - Allowed for Registration - Principal Register (SOU accepted)

2009-05-15 - Statement Of Use Processing Complete

2009-04-28 - Use Amendment Filed

2009-05-15 - Extension 1 granted

2009-04-28 - Extension 1 filed

2009-05-15 - Case Assigned To Intent To Use Paralegal

2009-04-28 - TEAS Extension Received

2009-04-28 - TEAS Statement of Use Received

2009-03-19 - TEAS Change Of Correspondence Received

2008-10-28 - NOA Mailed - SOU Required From Applicant

2008-08-05 - Published for opposition

2008-07-16 - Notice of publication

2008-06-30 - Law Office Publication Review Completed

2008-06-30 - Assigned To LIE

2008-06-30 - Approved For Pub - Principal Register

2008-06-30 - Examiner's Amendment Entered

2008-06-30 - Notification Of Examiners Amendment E-Mailed

2008-06-30 - Examiners amendment e-mailed

2008-06-30 - Examiners Amendment -Written

2008-06-27 - Assigned To Examiner

2008-06-10 - Notice Of Pseudo Mark Mailed

2008-06-09 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:16:48 ET

Serial Number: 77431086 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3520209

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2008-10-21

Filing Date: 2008-03-25

Transformed into a National Application: No

Registration Date: 2008-10-21

Register: Principal

Law Office Assigned: [LAW OFFICE 116](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: 2008-10-21

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

Address:

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [036](#)

**Class Status:** [Active](#)

[Providing a website featuring health care insurance and short term medical insurance information; providing a website featuring information in the field of health insurance, short term medical insurance, health savings accounts, and finance in the field of health care](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2004-04-00](#)

**First Use in Commerce Date:** [2004-04-00](#)

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

[3052284](#)

[3205197](#)

[3296017](#)

---

### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** [A0013775](#)

**International Registration Number:** [0984614](#)

**International Registration Date:** [2008-09-11](#)

**Original Filing Date with USPTO:** [2008-09-11](#)

**International Registration Status:** [Application For IR Registered By IB](#)

**Date of International Registration Status:** [2008-12-11](#)

**International Registration Renewal Date:** [2018-09-11](#)

**Irregularity Reply by Date:** (DATE NOT AVAILABLE)

**Madrid History:**

[02-22-2010 - 09:33:37 - Change Of Address Received From IB](#)

[02-06-2009 - 17:00:23 - Ceasing Of Effect Reviewed - No Action Required By Office](#)

[01-22-2009 - 08:00:26 - Partial Ceasing Of Effect To Be Processed](#)

[12-13-2008 - 07:45:17 - Application For IR Registered By IB](#)

[10-14-2008 - 21:03:12 - Irregularity Response Sent To IB](#)

[10-14-2008 - 10:03:57 - Response To Irregularity Reviewed And Accepted](#)

[10-07-2008 - 14:01:51 - Irregularity Response Received From Applicant](#)

[09-22-2008 - 09:03:41 - Irregularity Notice Received From IB](#)

[09-11-2008 - 21:00:59 - IR Certified And Sent To IB](#)

[09-11-2008 - 16:01:53 - Automatically Certified](#)

[09-11-2008 - 16:01:53 - New Application For IR Received](#)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

[2009-09-09 - Applicant/Correspondence Changes \(Non-Responsive\) Entered](#)

2009-09-09 - TEAS Change Of Owner Address Received

2009-03-19 - TEAS Change Of Correspondence Received

2008-10-21 - Registered - Principal Register

2008-08-05 - Published for opposition

2008-07-16 - Notice of publication

2008-07-01 - Law Office Publication Review Completed

2008-07-01 - Assigned To LIE

2008-06-30 - Approved for Pub - Principal Register (Initial exam)

2008-06-30 - Examiner's Amendment Entered

2008-06-30 - Notification Of Examiners Amendment E-Mailed

2008-06-30 - Examiners amendment e-mailed

2008-06-30 - Examiners Amendment -Written

2008-06-27 - Assigned To Examiner

2008-03-29 - Notice Of Pseudo Mark Mailed

2008-03-28 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---



Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:17:06 ET

Serial Number: 76591079 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3052284

Mark

# LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: [Yes](#)

Current Status: [A Sections 8 and 15 combined declaration has been accepted and acknowledged.](#)

Date of Status: [2011-03-28](#)

Filing Date: [2004-05-07](#)

Transformed into a National Application: [No](#)

Registration Date: [2006-01-31](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 109](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [L90 -TMEG Law Office 109](#)

Date In Location: [2011-03-28](#)

---

## LAST APPLICANT(S)/OWNER(S) OF RECORD

---

### 1. [LANCE ARMSTRONG FOUNDATION](#)

**Address:**

[LANCE ARMSTRONG FOUNDATION](#)

[2201 E. 6th Street](#)

[Austin, TX 78702](#)

[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [014](#)

**Class Status:** [Active](#)

[Jewelry](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2004-05-03](#)

**First Use in Commerce Date:** [2004-05-03](#)

**International Class:** [036](#)

**Class Status:** [Active](#)

[charitable fundraising services](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2003-12-15](#)

**First Use in Commerce Date:** [2003-12-15](#)

---

### ADDITIONAL INFORMATION

---

(NOT AVAILABLE)

---

### MADRID PROTOCOL INFORMATION

---

**USPTO Reference Number:** [Z1231431](#)

**International Registration Number:** [0836961](#)

**International Registration Date:** [2004-08-31](#)

**Original Filing Date with USPTO:** [2004-08-31](#)

**International Registration Status:** [Death Of International Registration](#)

**Date of International Registration Status:** [2007-11-02](#)

**International Registration Renewal Date:** [2014-08-31](#)

**Irregularity Reply by Date:** [2007-11-23](#)

**Madrid History:**

[02-12-2010 - 07:48:26 - Change Of Owner Received From IB](#)

[10-29-2009 - 18:10:45 - Change Of Owner Received From IB](#)

[01-25-2008 - 08:39:18 - Uspto Correction Processed By IB](#)

[11-02-2007 - 07:59:40 - International Registration Cancelled By IB](#)

[11-02-2007 - 07:59:26 - Total Ceasing Of Effect Processed By IB](#)

[08-24-2007 - 09:16:54 - Irregularity On Ceasing Of Effect Received From IB](#)

[06-07-2007 - 21:00:34 - Total Ceasing Of Effect Notice Sent To IB](#)

[06-07-2007 - 14:02:35 - Ceasing Of Effect Processed](#)

[06-04-2007 - 07:44:51 - Partial Ceasing Of Effect To Be Processed](#)

[04-20-2007 - 09:03:45 - Irregularity On Ceasing Of Effect Received From IB](#)

[04-17-2007 - 21:00:38 - Partial Ceasing Of Effect Notice Sent To IB](#)

[04-17-2007 - 10:31:10 - Ceasing Of Effect Processed](#)

[04-04-2007 - 16:41:09 - Partial Ceasing Of Effect To Be Processed](#)

[01-29-2007 - 21:00:37 - Partial Ceasing Of Effect Notice Sent To IB](#)

[01-29-2007 - 09:46:18 - Ceasing Of Effect Processed](#)

[12-05-2006 - 07:58:39 - Partial Ceasing Of Effect To Be Processed](#)

[09-16-2005 - 12:26:40 - Division Of Base Application Processed By IB](#)

[08-29-2005 - 16:00:18 - Divisional Of Base App Notice Sent To IB](#)

[08-27-2005 - 02:00:21 - Divisional Of Base App Notice Created, To Be Sent To IB](#)

07-21-2005 - 14:52:47 - Subsequent Designation Processed By IB  
07-01-2005 - 16:00:22 - Subsequent Designation Sent To IB  
06-30-2005 - 20:45:50 - Subsequent Designation Received  
12-16-2004 - 14:40:50 - Application For IR Registered By IB  
09-08-2004 - 07:33:08 - Manually Certified  
09-03-2004 - 11:51:21 - New Application For IR Received

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-03-28 - Section 8 (6-year) accepted & Section 15 acknowledged  
2011-03-24 - TEAS Section 8 & 15 Received  
2009-09-09 - Applicant/Correspondence Changes (Non-Responsive) Entered  
2009-09-09 - TEAS Change Of Owner Address Received  
2009-08-19 - Automatic Update Of Assignment Of Ownership  
2009-03-19 - TEAS Change Of Correspondence Received  
2008-05-20 - Notice Of Suit  
2006-09-26 - Section 7 correction issued  
2006-07-12 - Section 7 correction issued  
2006-07-10 - Response received for Post Registration action  
2006-07-10 - FAX RECEIVED  
2006-07-10 - Post Registration action mailed - Section 7  
2006-06-29 - Section 7 amendment filed  
2006-01-31 - Registered - Principal Register  
2005-11-08 - Published for opposition  
2005-10-19 - Notice of publication  
2005-09-23 - Law Office Publication Review Completed  
2005-09-08 - Examiner's amendment mailed  
2005-09-08 - Approved for Pub - Principal Register (Initial exam)  
2005-09-08 - Examiner's Amendment Entered  
2005-09-08 - Examiners Amendment -Written  
2005-09-08 - Previous Allowance Count Withdrawn

2005-08-31 - Approved for Pub - Principal Register (Initial exam)

2005-08-26 - Divisional processing completed

2005-08-08 - Divisional request received

2005-08-26 - Amendment From Applicant Entered

2005-08-08 - Communication received from applicant

2005-08-26 - Assigned To LIE

2005-08-08 - PAPER RECEIVED

2005-07-11 - TEAS Change Of Correspondence Received

2005-06-22 - Non-final action mailed

2005-06-21 - Non-Final Action Written

2005-06-21 - Previous Allowance Count Withdrawn

2004-11-01 - PAPER RECEIVED

2005-01-04 - Law Office Publication Review Completed

2005-01-04 - Assigned To LIE

2004-12-20 - Assigned To LIE

2004-12-14 - Approved for Pub - Principal Register (Initial exam)

2004-12-07 - Examiner's amendment mailed

2004-12-06 - Examiners Amendment -Written

2004-12-06 - Assigned To Examiner

2004-11-18 - Petition To Director - Granted

2004-11-01 - Petition To Director Received

2004-05-19 - New Application Entered In Tram

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

##### **Attorney of Record**

HEATHER A DUNN

##### **Correspondent**

HEATHER A DUNN

DLA PIPER LLP (US)

555 MISSION STREET, SUITE 2400

SAN FRANCISCO CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:17:24 ET

Serial Number: 76644417 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3296017

Mark



(words only): [LIVESTRONG](#)

Standard Character claim: No

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2007-09-25](#)

Filing Date: [2005-08-05](#)

Transformed into a National Application: No

Registration Date: [2007-09-25](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 111](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2007-09-25](#)

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. [LANCE ARMSTRONG FOUNDATION](#)

**Address:**

[LANCE ARMSTRONG FOUNDATION](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [TEXAS NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** (NOT AVAILABLE)

---

### GOODS AND/OR SERVICES

---

**International Class:** [036](#)

**Class Status:** [Active](#)

[Charitable fundraising services](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2004-05-03](#)

**First Use in Commerce Date:** [2004-05-03](#)

---

### ADDITIONAL INFORMATION

---

**Color(s) Claimed:** [Color is not claimed as a feature of the mark.](#)

**Disclaimer:** [THE DESIGN OF A RUBBER WRISTBAND](#)

**Description of Mark:** [The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.](#)

**Design Search Code(s):**

[17.03.25](#) - [Brooches; Cuff-links; Earrings; Locket; Necktie clasps and fasteners; Pins, jewelry; Tie tacks](#)

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2009-09-09 - Applicant/Correspondence Changes \(Non-Responsive\) Entered](#)

[2009-09-09 - TEAS Change Of Owner Address Received](#)

[2009-08-19 - Automatic Update Of Assignment Of Ownership](#)

[2009-03-20 - TEAS Change Of Correspondence Received](#)

[2007-09-25 - Registered - Principal Register](#)

[2007-08-15 - Withdrawn From Issue - Tqr/Non-Atty Request](#)

[2007-06-26 - Published for opposition](#)

[2007-06-06 - Notice of publication](#)

[2007-04-21 - Law Office Publication Review Completed](#)

2007-04-21 - Assigned To LIE

2007-04-02 - Examiner's amendment mailed

2007-03-30 - Approved for Pub - Principal Register (Initial exam)

2007-03-30 - Examiner's Amendment Entered

2007-03-30 - Examiners Amendment -Written

2006-11-29 - Non-final action mailed

2006-11-29 - Non-Final Action Written

2006-11-08 - Teas/Email Correspondence Entered

2006-10-26 - Communication received from applicant

2006-10-26 - TEAS Response to Office Action Received

2006-04-26 - Non-final action mailed

2006-04-26 - Non-Final Action Written

2006-02-27 - Non-final action mailed

2006-02-26 - Non-Final Action Written

2006-02-25 - Assigned To Examiner

2005-09-09 - Amendment From Applicant Entered

2005-09-01 - Communication received from applicant

2005-09-01 - TEAS Voluntary Amendment Received

2005-08-17 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---



Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:17:44 ET

Serial Number: 78821024 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3493993

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2008-08-26

Filing Date: 2006-02-22

Transformed into a National Application: No

Registration Date: 2008-08-26

Register: Principal

Law Office Assigned: LAW OFFICE 116

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 830 -Post Registration

Date In Location: 2009-12-08

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

**Address:**

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [036](#)

**Class Status:** [Active](#)

[Mutual fund investment and brokerage services; investment consulting and management; financial services, namely, an investment security; insurance underwriting in the field of health, dental, disability, life, and catastrophic event coverage; insurance administration and consulting](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2006-05-30](#)

**First Use in Commerce Date:** [2006-05-30](#)

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

[3052284](#)

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

[2009-10-29 - Section 7 correction issued](#)

[2009-10-24 - Case Assigned To Post Registration Paralegal](#)

[2009-09-10 - TEAS Section 7 Request Received](#)

[2009-03-20 - TEAS Change Of Correspondence Received](#)

[2008-08-26 - Registered - Principal Register](#)

[2008-07-22 - Law Office Registration Review Completed](#)

[2008-07-22 - Assigned To LIE](#)

[2008-07-22 - Allowed for Registration - Principal Register \(SOU accepted\)](#)

[2008-07-18 - Statement Of Use Processing Complete](#)

[2008-07-09 - Use Amendment Filed](#)

[2008-07-18 - Extension 3 granted](#)

[2008-07-09 - Extension 3 filed](#)

2008-07-18 - Case Assigned To Intent To Use Paralegal

2008-07-09 - TEAS Extension Received

2008-07-09 - TEAS Statement of Use Received

2008-01-09 - Extension 2 granted

2008-01-09 - Extension 2 filed

2008-01-09 - TEAS Extension Received

2007-06-19 - Extension 1 granted

2007-06-19 - Extension 1 filed

2007-06-19 - TEAS Extension Received

2007-01-09 - NOA Mailed - SOU Required From Applicant

2006-10-17 - Published for opposition

2006-09-27 - Notice of publication

2006-08-29 - Law Office Publication Review Completed

2006-08-29 - Assigned To LIE

2006-08-18 - Assigned To LIE

2006-08-16 - Approved For Pub - Principal Register

2006-08-10 - Assigned To Examiner

2006-03-01 - New Application Entered In Tram

---

#### ATTORNEY/CORRESPONDENT INFORMATION

---

**Attorney of Record**

Heather A. Dunn, Esq.

**Correspondent**

Heather A. Dunn,  
DLA Piper LLP (US)  
555 Mission Street, Suite 2400  
San Francisco CA 94105-2933  
Phone Number: (415) 836-2557  
Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:18:03 ET

Serial Number: 77003313 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3267242

Mark

LIVESTRONG

(words only): [LIVESTRONG](#)

Standard Character claim: Yes

Current Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: 2007-07-24

Filing Date: 2006-09-20

Transformed into a National Application: No

Registration Date: 2007-07-24

Register: Principal

Law Office Assigned: LAW OFFICE 101

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 830 -Post Registration

Date In Location: 2009-12-09

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [Lance Armstrong Foundation](#)

**Address:**

[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** [Texas](#)

---

### GOODS AND/OR SERVICES

---

**International Class:** [021](#)

**Class Status:** [Active](#)

[Ceramic vessels, bowls, plates, pots; plates, cups, mugs, bowls, tea kettles, tea pots not made of precious metals](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2006-07-01](#)

**First Use in Commerce Date:** [2006-07-01](#)

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

[3052284](#)

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

[2009-10-26 - Section 7 correction issued](#)

[2009-10-26 - Case Assigned To Post Registration Paralegal](#)

[2009-09-10 - TEAS Section 7 Request Received](#)

[2009-03-20 - TEAS Change Of Correspondence Received](#)

[2008-05-20 - Notice Of Suit](#)

[2007-07-24 - Registered - Principal Register](#)

[2007-05-08 - Published for opposition](#)

[2007-04-18 - Notice of publication](#)

[2007-03-10 - Law Office Publication Review Completed](#)

[2007-03-09 - Assigned To LIE](#)

[2007-02-12 - Approved for Pub - Principal Register \(Initial exam\)](#)

[2007-02-09 - Assigned To Examiner](#)

[2006-09-27 - Notice Of Pseudo Mark Mailed](#)

2006-09-26 - New Application Entered In Tram

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Heather A. Dunn

**Correspondent**

Heather A. Dunn,

DLA Piper LLP (US)

555 Mission Street, Suite 2400

San Francisco CA 94105-2933

Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

---

Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:18:19 ET

Serial Number: 76644416 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: 3315119

Mark



(words only): [LIVESTRONG](#)

Standard Character claim: No

Current Status: [Registered](#). The registration date is used to determine when post-registration maintenance documents are due.

Date of Status: [2007-10-23](#)

Filing Date: [2005-08-05](#)

Transformed into a National Application: No

Registration Date: [2007-10-23](#)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 115](#)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: [650 -Publication And Issue Section](#)

Date In Location: [2007-10-23](#)

---

LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. [LANCE ARMSTRONG FOUNDATION](#)

Address:

[LANCE ARMSTRONG FOUNDATION](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** [TEXAS NON-PROFIT CORPORATION](#)

**State or Country Where Organized:** (NOT AVAILABLE)

---

### GOODS AND/OR SERVICES

---

**International Class:** [014](#)

**Class Status:** [Active](#)

[Jewelry](#)

**Basis:** [1\(a\)](#)

**First Use Date:** [2004-05-03](#)

**First Use in Commerce Date:** [2004-05-03](#)

---

### ADDITIONAL INFORMATION

---

**Disclaimer:** [the design of a rubber wristband](#)

**Description of Mark:** [The mark consists of the appearance and three-dimensional design of a rubber wristband with the word LIVESTRONG impressed on the band.](#)

**Design Search Code(s):**

[17.03.02](#) - Bracelets; Chains, jewelry; Chokers (jewelry); Dog tags (military identification); Necklaces; Tags, identification (metal)

**Prior Registration Number(s):**

[3052284](#)

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

---

### PROSECUTION HISTORY

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

[2009-09-09 - Applicant/Correspondence Changes \(Non-Responsive\) Entered](#)

[2009-09-09 - TEAS Change Of Owner Address Received](#)

[2009-08-19 - Automatic Update Of Assignment Of Ownership](#)

[2009-03-20 - TEAS Change Of Correspondence Received](#)

[2007-10-23 - Registered - Principal Register](#)

[2007-08-07 - Published for opposition](#)

[2007-07-18 - Notice of publication](#)

[2007-05-16 - Law Office Publication Review Completed](#)

[2007-05-16 - Assigned To LIE](#)



2007-04-28 - Approved for Pub - Principal Register (Initial exam)  
2007-04-27 - Teas/Email Correspondence Entered  
2007-04-26 - Communication received from applicant  
2007-04-26 - TEAS Response to Office Action Received  
2006-10-26 - Final refusal mailed  
2006-10-26 - Final Refusal Written  
2006-09-12 - Teas/Email Correspondence Entered  
2006-09-08 - Communication received from applicant  
2006-09-08 - TEAS Response to Office Action Received  
2006-03-08 - Non-final action mailed  
2006-03-07 - Non-Final Action Written  
2006-02-25 - Assigned To Examiner  
2005-09-01 - Applicant amendment prior to exam entered  
2005-09-01 - TEAS Voluntary Amendment Received  
2005-08-17 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

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**Attorney of Record**

Heather A. Dunn

**Correspondent**

HEATHER A DUNN

DLA Piper LLP (US)

555 Mission Street, Suite 2400

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Phone Number: (415) 836-2557

Fax Number: (415) 836-2501

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Thank you for your request. Here are the latest results from the [TARR web server](#).

This page was generated by the TARR system on 2011-04-28 13:18:40 ET

Serial Number: 85021855 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

**LIVESTRONG**

(words only): [LIVESTRONG](#)

Standard Character claim: [Yes](#)

Current Status: [A first request for extension of time to file a Statement of Use has been granted.](#)

Date of Status: [2011-03-07](#)

Filing Date: [2010-04-23](#)

The Notice of Allowance Date is: [2010-09-07](#)

Transformed into a National Application: [No](#)

Registration Date: (DATE NOT AVAILABLE)

Register: [Principal](#)

Law Office Assigned: [LAW OFFICE 104](#)

Attorney Assigned:  
[BLAIR JASON PAUL](#)

Current Location: [700 -Intent To Use Section](#)

Date In Location: [2010-09-07](#)

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. [Lance Armstrong Foundation](#)

Address:  
[Lance Armstrong Foundation](#)  
[2201 E. 6th Street](#)  
[Austin, TX 78702](#)  
[United States](#)

**Legal Entity Type:** non-profit corporation  
**State or Country Where Organized:** Texas

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### GOODS AND/OR SERVICES

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**International Class:** 005

**Class Status:** Active

Nutritionally fortified beverages; nutritional energy bars for use as a meal substitute; meal replacement bars

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 029

**Class Status:** Active

Vegetable-based snack foods; soy-based snack foods; fruit-based snack foods; nut-based snack foods; frozen, prepared, and packaged meals consisting primarily of meat, fish, poultry or vegetables; frozen, prepared, and packaged meals consisting primarily of vegetables; prepared food kits composed of meat, poultry, fish, seafood, and/or vegetables, ready for cooking and assembly as a meal; protein based, nutrient-dense snack bars

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 030

**Class Status:** Active

Whole-grain based snack foods; prepared, and packaged meals consisting primarily of grains; prepared food kits composed of grains, ready for cooking and assembly as a meal

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

**International Class:** 032

**Class Status:** Active

Energy drinks; sports drinks, namely, energy drinks; bottled water; flavored bottled water; non-alcoholic beverages, namely, energy drinks and fruit-flavored beverages; concentrates and powders used in the preparation of energy drinks and fruit-flavored beverages

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

3052284

3126718

3202553

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2011-03-09 - Notice Of Approval Of Extension Request E-Mailed

2011-03-07 - Extension 1 granted

2011-03-07 - Extension 1 filed

2011-03-07 - TEAS Extension Received

2010-09-07 - NOA E-Mailed - SOU Required From Applicant

2010-07-13 - Notice Of Publication E-Mailed

2010-07-13 - Published for opposition

2010-06-04 - Law Office Publication Review Completed

2010-06-03 - Assigned To LIE

2010-05-19 - Approved For Pub - Principal Register

2010-05-19 - Examiner's Amendment Entered

2010-05-19 - Notification Of Examiners Amendment E-Mailed

2010-05-19 - Examiners amendment e-mailed

2010-05-19 - Examiners Amendment -Written

2010-05-19 - Assigned To Examiner

2010-05-01 - Notice Of Pseudo Mark Mailed

2010-04-30 - New Application Office Supplied Data Entered In Tram

2010-04-27 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

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**Attorney of Record**

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